

CASE STUDY

Executive Coaching
For an Amusement Park



EASI  **Consult**[®]

Creating Advantage Through Talent Management

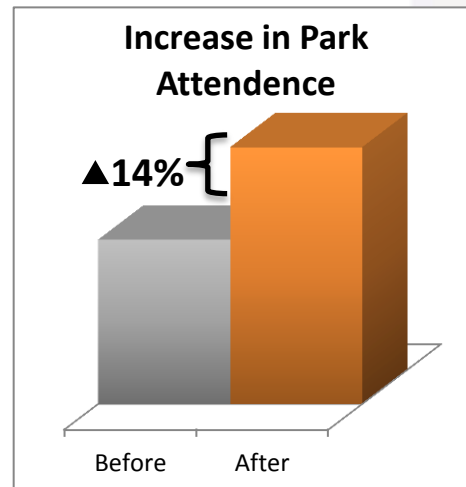
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Providing Direction for America's Favorite Theme Park

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One of the largest and most admired theme park corporations in the U.S. contacted the, now, CEO of EASI-Consult, LLC* to assist with some key personnel changes at its west coast park. The park's president was to be reassigned to a corporate position and help was needed with his transition. The president was well liked and respected by his staff and employees. Over a four-year assignment at the park he demonstrated exceptional leadership skills and established trust throughout the park. This is particularly critical in the entertainment and hospitality industry. High customer service and care is essential to business success, especially in the competitive market the park was facing. Employee attitude in this environment directly impacts customer satisfaction. Return customers are key in a competitive market. The incoming president was talented and well prepared to assume the new assignment. However, the organization wanted to ensure the transition was completed with little disruption to the operations of the park. Prior to the transition of leadership, the entire executive committee for the park was given feedback and coaching on their personality profiles. Offsite meetings were held to allow them to compare their personal preferences among each

other and the new president. A group composite of their personalities was discussed. Their strengths were compared with upcoming business challenges. Special attention was given to immediate and long-term economic, environmental, and political (community and federal) challenges. Developmental areas were identified for the group. Ongoing coaching was provided throughout the transition period. The change in leadership proved to be smooth. Employee and customer satisfaction scores remained high and even improved in some key areas. That first year after the transition park attendance improved by 14%.



Contact Us To Get Started
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